

April 4, 2011

Dear Colleague:

The Barbara Bush Foundation for Family Literacy is pleased to announce our 2012 National Grant competition. The Foundation's grant-making program seeks to develop or expand projects designed to support the development of literacy skills for adult primary care givers and their children. A total of approximately \$650,000 will be awarded; no grant request should exceed \$65,000.

In order to be considered eligible for a grant, an organization must meet the following criteria:

- The organization must have current nonprofit or public status and have been in existence for two or more years as of the date of the application
- The organization must have maintained fiscal accountability
- The organization must operate an instructional literacy program that has been in existence for at least 2 years, and includes one or more of the following components: literacy for adults; parent education; pre-literacy or literacy instruction for children pre-k to grade 3; intergenerational literacy activities.

General Instructions and Application Guidelines, with Checklist, are attached.

Your completed application package, *one original and one copy*, should be mailed directly to the Barbara Bush Foundation for Family Literacy at the address listed below. The application package **must be received by the close of business, September 9, 2011. No exceptions will be made.** Please note that no supporting documentation or letters of endorsement will be accepted under separate cover or at a later date. Due to the length of the application, material transmitted via FAX will not be sent or accepted.

Additional information about the Barbara Bush Foundation for Family Literacy, answers to Frequently Asked Questions, and a convenient "Contact Us" form are available on our website, **www.barbarabushfoundation.com**. Should you have additional questions, please call (202) 955-6183 between the hours of 1:00-5:00 pm EDT. We look forward to receiving your application and learning about your proposed family literacy project.

Sincerely,
Benita Somerfield
Executive Director

2012 NATIONAL GRANT APPLICATION

I. General Instructions

The following instructions establish the basic parameters for the format and content of the grant application. **All applications must follow these instructions to be eligible for review.** One original and one copy of the complete application package must be submitted. A checklist has been included to ensure all components of your application have been included. All applications will be retained by the Barbara Bush Foundation for Family Literacy and will not be returned.

II. Application Format

A. Project Narrative

The project narrative should provide the information requested in each of the categories following the order listed in the Application Guidelines. The entire Project Narrative section must be no more than **seven double-spaced and numbered pages in 12 pt, Times New Roman font.** The page size must be standard 8 1/2" x 11". Margins must be set at the standard measurements of 1" (top and bottom) and 1.25" (left and right). Photo reduction of larger pages is not acceptable. Table of Contents or additional cover pages should **not** be included. Any of the above stated requirements not being adhered to will result in the application being judged ineligible.

B. Attachments

Attachments must be limited to **eight** single-sided pages. Required documents are letters of support from collaborating organizations, key staff resumes or job descriptions, and a site authorization (if the project site is other than applicant). Do **not** include narrative-related information in the appendices, e.g., objectives, evaluation design, schedules. If the *Attachments* exceed eight pages, the application will be considered **ineligible**.

III. Application Assembly

Please assemble your application package in the following order: **Cover Sheet** (page 1), **Budget Form** (pages 2 and 3), **Non-Profit Authorization** (if applicable, page 4), **Project Narrative** (limited to 7 pages), and **Attachments** (limited to eight pages). **The entire application should not exceed 20 pages (including non-profit authorization).** Staple each complete set of application materials. Do **not** use binders, plastic covers, folders, dividers, or tabs.

A. Cover Sheet

Every grant applicant is **required** to complete the enclosed Cover Sheet. Summarize your proposed family literacy project in the space provided. The project summary may be single-spaced. The summary information requested on the lower half of the *Cover Sheet* **must** be filled in or points will be deducted. Use the following codes to describe your organization.

CBO	Community-Based Organization	FBO	Faith- Based organization
COR	Correctional Institution	STA	State agency
IHE	Institution of Higher Education	OTH	Other
LEA	Local Education Agency		
LIB	Library		

Target Population - Briefly characterize the families to be served by the grant project, e.g., incarcerated parents, recent immigrants, refugees, migrants, homeless, teenage parents etc. Specific ethnic groups may also be noted, e.g., African Americans, Native Americans, etc.

The Cover Sheet must be signed by an authorized official of your organization. In the case of submission of a joint application, the Cover Sheet should be signed by an official of the organization who will administer the grant funds.

B. Budget

Complete the budget form and identify all costs associated only with this application. Under each budget category give specific details on proposed expenditures. Itemize in-kind contributions and other funding sources that contribute directly to the project in the space provided. Indicate the full-time equivalent (FTE) by percentage of staff time that will be devoted to the grant project (40 hours = 100%; 20 hours = 50%, etc.). If your project is based on existing grants, such as Even Start, or other state, local, or federal funds, please specify how Barbara Bush Foundation project funds would be used to supplement the grant.

C. Nonprofit Status

Provide evidence that the organization or the administering agency for the grant has been a non-profit organization for a **minimum of two years at the time the application is submitted**.

Community-based organizations should submit a 501(c) (3) letter of exemption. Public agencies such as schools and libraries **do not need to** submit proof of non-profit status.

IV. Due Date

Your complete application (one original and one copy) must be received by the close of business on the due date, September 9, 2011. Unfortunately, due to the number of applications expected, no confirmation of receipt can be provided. One original and one copy of your application should be submitted directly to:

**The Barbara Bush Foundation for Family Literacy
1201 15th Street NW
Suite 420
Washington, DC 20005**

All applicants will be notified in April 2012. Grant projects **should start** between *June* and *September* 2012. The proposed project may not exceed one year in duration.

V. Evaluation Criteria

Applications for the 2012 Barbara Bush Foundation for Family Literacy grants will be judged according to the criteria listed and summarized in the **Application Guidelines**. Each criterion has been assigned a numeric rating.

1. Organization's Background and Need for the Project- **5 points**
2. Recruitment and retention- **15 points**
3. Project Objectives and Design- **20 points**
4. Project Evaluation- **15 points**
5. Community Partnerships and Support- **10 points**
6. Future Funding Plans- **10 points**

7. Staff Qualifications- **10 points**
8. Project Site- **5 points**
9. Budget- **10 points**

TOTAL: 100

Note: The Foundation retains the right to revoke a grant if the implemented project does not comply with our guidelines or reflect the application that was submitted.

2012 NATIONAL GRANT PROGRAM APPLICATION GUIDELINES

I. Project Narrative

1. Organization's Background and Need for the Project

- Describe the organization's background, experience, existing literacy program, length of time it has been in existence, and its achievements. Two years' experience operating a literacy program for either adults or children is required.
- Include a statement of need for the proposed project. State the approximate number of families to be served and describe their general characteristics.
- Number of program families should not exceed 100; ages of children should be in the range of 6 months to 8 years.
- State the purpose of the proposed family literacy project and the way in which it addresses the needs described in the previous section.
- Include local and state data to support the need.

2. Recruitment and Retention

- Describe strategies to recruit program participants.
- List the eligibility criteria for participant selection.
- Describe the orientation and intake process.
- Describe how barriers to program participation and learning, such as transportation, childcare, adequate shelter, clothing and food will be addressed.
- Describe specific retention strategies.

3. Project Objectives and Design

- State the project objectives in specific, measurable terms for literacy instruction for adults and children as well as parent and child interactive literacy activities. Project **must** include three or more hours per week of onsite parent and child interactive literacy activities.
- Describe a sample week in the proposed project including the following three program components:
 - Adult Literacy Instruction
 - Children's Literacy or Pre-Literacy Activities
 - Parent and Child Interactive Literacy Activities
- Describe the curriculum and instructional approach to be used in these three

- program components .
- State the number of weekly instructional hours for adult literacy instruction, children's literacy or pre-literacy instruction, and parent and child interactive literacy activities.
 - Describe how computer assisted instruction and technology will be integrated into project components.
 - If home visits are included, the curriculum must be described.

4. Project Evaluation

- Describe the standardized tests, other assessments, and evaluation methods used, including **pre and post testing**.
- Provide a comprehensive evaluation plan to measure the project's effectiveness in achieving its stated objectives.
- Identify key measures of outcome or impact for participants.
- Include changes in reading levels and literacy behaviors, and changes in family interaction.
- Specify the results of home visits if part of the project.

5. Community Partnerships and Support

- Describe existing community networks, planned collaborations, as well as linkages with federal, state, local, and non-profit agencies as well as media, the business community, and other entities.
- Provide Letters of Support or Memoranda of Agreement/Understanding indicating the level of commitment and types of cooperation other organizations agree to provide in the ***Attachments***.

6. Future Funding Plan

- Include a concise statement of the organization's plans for locating funding to continue the project beyond the duration of the Barbara Bush Foundation grant.
- Describe strategies for soliciting community and private sector participation in your project.
- Describe plans to encourage media coverage of your program as well as possible local or state opportunities to advocate for family literacy funding, e.g. appearing before the state legislature, and/or inviting local, state, and federal representatives to visit your program.
- Include a Letter of Intent in the ***Attachments*** section if you have a commitment from a matching or future funding source

7. Staff Qualifications

- Include résumés or job descriptions for all key staff members in the *Attachments*.
- Describe how the project will be managed.
- Describe the specific roles and training of volunteers if utilized.
- Describe the staff development plan including weekly meetings between adult and children's educators as well as the use of webinars, conferences, and distance learning opportunities.

8. Project Site

- Discuss the proposed project site, the criteria for its selection and the capacity to accommodate program participants.
- Include relevant information concerning the project facilities such as classrooms, lunchrooms, child care facilities, accessibility to public transportation, rest rooms, and any special equipment. If facilities other than those of the organization will be used, a letter of support must be included in the *Attachments*.

9. Budget

- If your project is based on existing grants, please specify how Barbara Bush Foundation project funds would be used to supplement the grant.
- Under each budget category, give specific details on proposed expenditures.
- The budget must be submitted on the *Budget Form* provided, with all costs associated with **only** the project that supports the application purpose and objectives, including instruction, activities, and training as described.
- Specify the full-time equivalent (FTE) by percentage of staff time that will be devoted to the grant project (40 hours = 100%; 20 hours = 50%, etc.).
- In-kind contributions and other funding sources that contribute directly to the project should be itemized in the space provided on the *Budget Form* by source, amount, and duration.

Note: Applications in which the total grant funds requested from the Barbara Bush Foundation exceed \$65,000 will be judged ineligible. Also, there should be no charge to participants for instructional activities.

II. Attachments

The Attachments must be limited to **eight single-sided pages**. The required documents include Letters of Support from collaborating organizations, key staff resumes or job descriptions, and a site authorization, if other than applicant. Other materials that would assist the Foundation in considering your application may also be included.

**The Barbara Bush Foundation for Family Literacy
2012 Cover Sheet**

Organization _____
Project Title _____
Contact Person _____
Telephone Number _____
Fax Number _____
Email _____
Address _____
City/State/Zip _____

PROJECT SUMMARY

Must be completed by applicant:

Type of organization	_____	Start-up date	_____
Target population	_____	Project length (mos.)	_____
Total # of families	_____	Hours of instruction per week for:	
Ages of children	_____	Parents/primary caregivers	_____
Site location: Urban	_____	Children	_____
Rural	_____	Adult and child interactive literacy activities	_____
Primary language of Participants:		Develops family literacy project	_____
English	_____	Expands existing family literacy project	_____
Non- English	_____		
		Budget requested	_____

*This is to certify that all information contained herein is accurate, complete, and current.
The organization represented in this application meets all the eligibility criteria as
established by the Barbara Bush Foundation for Family Literacy.*

(Authorized Signature)

(Please type or print)

(Title)

**Barbara Bush Foundation for Family Literacy
2012 BUDGET FORM**

Project Title: _____

Organization: _____

Direct Costs
Requested

Dollar Amount

Personnel [list by position and percentage of time (FTE%)]

Fringe Benefits

Contractual Services (list by service, e.g., consultants, etc.)

Travel

Equipment (list by type, e.g., computers, audiovisual, etc.)

Instructional Materials

Supplies

Software

Other

Total Direct Costs \$ _____

Indirect Costs/Overhead

Dollar Amount Requested

Rent

Utilities

Telephone

Other

Total Indirect Costs: \$ _____

Direct + Indirect Costs = Total Grant Funds Requested \$ _____
(Must not exceed \$65,000)

Contributions

In-Kind Contributions

Contribution	Duration	Amount
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Total In-Kind: \$ _____

Other Funding Sources

Source	Contribution	Duration	Amount
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Total Other Funding Sources: \$ _____